

## Professional Experience

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September 2014 - Present

**USAA**  
**Creative Designer**

- Executes creating concepts, design, production and/or coding of marketing tactics and/or graphic user interface needs.
- Works closely with key partners/suppliers to ensure quality output and production.
- Collaborates with key stakeholders to understand business needs.

April 2012 - August 2014

**San Antonio Food Bank**  
**Digital Media Specialist**

- Designed the user interface and overall customer experience
- Responsible for conceptualization and design of graphics for website and collateral materials, from concept to completion
- Provided marketing and design collateral for all departments
- Analyzed audience participation and click rates using Google and Social Media Analytics
- Managed production and distribution of online action alerts, e- newsletters and donor updates
- Social Media Specialist using Facebook, Twitter, Pinterest, and Instagram
- Managed and Produced Videos
- Ensured consistent messaging and branding across all platforms

August 2007 - April 2012

**Clear Channel Media + Entertainment**  
**Lead Designer & Digital Coordinator**

- Lead Website Designer for KJ 97, Mix 96.1, Q 101. 9, Ticket 760, KZEP 104. 5, 1200 WOAI & 92.5 The Patriot
- Digital & Social Media Specialist
- Designed promotional items including T-shirts, brochures, vehicle wraps, billboards
- Online Content Coordinator for Mix 96.1, KJ 97, Q 101. 9, & 1200 WOAI
- Created and distributed bi-monthly newsletters reaching over 50,000 listeners
- In charge of special web projects, designing and hand coding micro sites for station events
- Supervised the production of online advertisements
- Coordinator of the Clear Channel United Way Committee, reaching and exceeding our fund-raising goals.
- Analyzed audience participation and click rates using Google and Social Media Analytics

September 2003 - May 2007

**University of the Incarnate Word**  
**Office Assistant**

- Worked closely with the Grants Department, budgeting and managing various accounts for the University.
- In charge of data entries related to bank deposit and wire transfers.
- Assisted in the managing of the University's Vehicle insurance and titles.
- Handled telephone charge backs for the University.

May 2001 - June 2003

**Joseph W. Kethan (Artist)**  
**Junior Graphic Designer**

- UI Design
- Photograph restoration
- Designed marketing materials
- 3D Model Rendering
- Restore and edit videos
- Junior Copywriter

## Education

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August 2003 - May 2007

**University of the Incarnate Word**

Bachelors Degree in Computer Graphic Arts  
Concentration - Web & Print Design - GPA 3.49  
Double Minor in Photography & Art History

## Skills

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**Adobe Creative Suite**

**Adobe Photoshop**

**Adobe Illustrator**

**Adobe Fireworks**

**Adobe Dreamweaver**

**Sublime**

**HTML, ASP, PHP & CSS**

**Joomla Administrator**

**Macintosh & Windows OS**

**Microsoft Office**

**Event Coordination**

**Excellent Written & Verbal Presentation Skills**

## Awards

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**2012 CRS / Country Aircheck Award**

**2010 CMA Large Market  
Radio Station of the Year**